

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

In the Matter of)	
)	MB Dkt. No.00-167
Status of Children's Television Programming)	
)	

MOTION FOR EXTENSION OF TIME TO FILE COMMENTS

The Children's Media Policy Coalition (CMPC),¹ by its counsel, the Institute for Public Representation, respectfully requests an extension of time for filing comments in response to the Public Notice seeking comment on the Status of Children's Television programming, MB Dkt. 00-167, 72 Fed. Reg. 24308 (May 2, 2007). Currently, comments are due on June 1, 2007, and replies are due June 18, 2007. CMPC respectfully asks the Commission to extend the due date to September 1, 2007, for the filing of comments, and to October 1, 2007, for reply comments.

CMPC is pleased that the Commission has finally begun its review of television station compliance with the Children's Television Act (CTA). The Commission announced its intention to conduct this review in September 2004, when it extended the processing guideline to digital channels. 19 FCC Rcd. 22943, 22944 (2004). The Public Notice invites comment on a variety of issues including whether licensees are complying with the CTA, whether programming reported as core meets the Commission's criteria, whether the Commission's criteria adequately define educational and informational programming, and whether the current level of preemption is consistent with the CTA and Congressional intent. 72 Fed. Reg. at 24308-9

¹ CMPC is a coalition of national non-profit organizations that works to improving the quality of children's electronic media. CMPC members include Action Coalition for Media Education, American Psychological Association, American Academy of Pediatrics, Benton Foundation, Children Now, National PTA, and Office of Communication of the United Church of Christ, Inc. Its members have participated in numerous proceeding at the FCC, including Children's Television Obligations of Digital Television Broadcasters, MM Dkt. 00-167, and the Quadrennial Media Ownership Review, MB Dkt 06-121.

To provide useful answers to these questions requires time to gather and analyze data from a variety of sources, including the Form 398s filed by licensees with the Commission. CMPC recently discovered, however, that the most current 398 data is not presently available. In a notice posted March 20, 2007 on the FCC website, the Commission announced that, as a result of a technical conversion of the FCC's children's television database system, the deadline for filing Form 398s for the first quarter has been extended until June 10, 2007.² By setting a comment deadline of June 1, the Commission has effectively excluded any analysis of the most recent quarter of children's programming.³

Extending the due dates by two months would give CMPC and others the opportunity to analyze the most recent data. In addition, it would provide time needed for CMPC to engage researchers to help collect and analyze the quantity and quality of children's educational programming.

A two month period is necessary and reasonable because even if CMPC were working on no other issues, it would need more time to prepare comments that would help the Commission analyze these important questions. However, CMPC's members are non-profit organizations with limited personnel and resources. CMPC members are currently busy working on a number of children's media issues. For example, Children Now, American Academy of Pediatrics, American Psychological Association, National PTA, and the Benton Foundation are participants in the FCC Task Force on Media and Childhood Obesity, which is currently working on a report

² Children's Television Obligations of Commercial Television Broadcasters, Postponement of the Filing Window for Revised FCC Form 398 for the First Quarter of 2007: New Filing Window: June 1 through June 10, 2007, available at <http://www.fcc.gov/mb/engineering/kidvid/>.

³ Nor is this information available to the public elsewhere. Seven years ago the Commission tentatively concluded that broadcasters should be required to either post their children's television programming reports on their own websites, or in the alternative to link to them on the FCC's website. Extension of the Filing Requirements for Children's Television Programming Reports (FCC Form 398), MM Dkt. 00-44, 15 FCC Rcd 22921, 22929 (Oct. 5, 2000). However, the Commission never issued a final order on this matter, and as a result broadcasters currently are not required to provide public access to children's television programming reports on their websites.

due in July. Also, in July, the FTC is holding a workshop on Food Marketing to Children in which several CMPC members will likely be participating. Additionally, Congress has scheduled a hearing on media violence for the end of June and will likely hold hearings on media marketing of food to children. It is probable that CMPC members will be involved in these hearing. Finally, CMPC's counsel, Institute for Public Representation (IPR), a public interest law clinic at Georgetown University Law Center, has very limited resources during the summer when school is not in session and is already working on several other on-going FCC proceedings.

Extending the comment and reply comment dates as requested will ensure that commenters have access to the most recent children's television reports and allow CMPC and its counsel to better allocate resources to provide quality research and study on this vitally important proceeding. Given the large amount of time that has already passed since the FCC first decided to address these issues, waiting a few months to get better data will not prejudice any party. Indeed, an extension would likely help other parties as well to prepare more comprehensive comments.

For the reasons stated above, CMPC respectfully requests an extension to September 1, 2007, for comments and to October 1, 2007, for reply comments.

Respectfully submitted,

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